

Notice of Change for BA in Public Relations

Date: March 21, 2013

A. PROGRAM INFORMATION

1. Name of institution

University of Rhode Island

2. Name of department, division, school or college

Department: Communication Studies/Public Relations

College: Arts & Sciences

3. Intended initiation date of program change. Include anticipated date for granting first degrees or certificates, if appropriate.

Initiation date: Fall, 2013

First degree date: Spring, 2014

4. Intended location of the program

Kingston, Rhode Island

- 5. Summary description of proposed program (not to exceed 2 pages) See attached document
- 6. Signature of the President

David M. Dooley		

Summary of Proposed Program Change

The Major in Public Relations has undergone significant change and development in recent years, not least of which is a sharp increase in enrollment. This increase has made two things apparent: 1. the current requirement that PR majors take Journalism 220 has had a great impact on the Journalism program in that it has delayed some Journalism majors from taking this gateway course in a timely fashion; 2. Public Relations majors enter PRS 340 without having any exposure to writing for public relations.

Therefore, in 2012, with agreement of the chairs of Writing, Communication Studies and Journalism, the Writing Department prepared and had approved a new course, WRT 331, Writing Public Relations, which is being proposed now as a new requirement for the Public Relations major. WRT 331 would replace Jor 220 as a required course for Public Relations majors. The new course would provide Public Relations majors with writing skills more pertinent to their field than Jor 220 is able to do.

This change will add a course to the Public Relations major that is more specific to this career path. It will also make it more feasible for Journalism majors to take Jor 220 as freshmen or first semester sophomores, which will facilitate their matriculation through the major curriculum in a timely fashion.

Public Relations - BA

120 Total Credits Required 33 Major Credits Required

Current

Fall 2009 - Spring 2012
This form is for reference only. Students should consult catalog to confirm degree requirements.

Prerequisites to Major:

Course#	Sem ester	# Credits	Grade
COM 202			
COM 210			·
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Major Required Coursework:

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	† effective	7 effective Jan., 20

6 courses (18 credits) must be completed from the following with at least one course from each category:

Category A: JOR 321; WRT 201, 235, 302, 303, 304, 333 Category B: BUS 365, 465 Category C: COM 302, 351, 415, 450

 Category D: COM 415; JOR 442, 410; PSY 335				
 PRS 442, PRS 200				
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† A grade of C or better is required in JOR 220

General Education Requirements:

Discipline !	Course	Sem ester	Grade
Fine Arts: 3 Cr. (A)			
Literature: 3 Cr. (A)			
Letters**: 6 Cr. (L)			
Natural Sciences**: 6 Cr. (N)			
Social Sciences**: 6 Cr. (S)			
Communication: 3 Cr. (EC)			
Writing: 3 Cr. (ECW)			
Language/ Culture: 6 Cr. (FC)			
Mathematics: 3 Cr. (MQ)			,

- For a list of courses that satisfy General Education requirements consult the Arts & Sciences (pg. 49) requirements found in the catalog from the term that the student first matriculated at URI.
- Courses must come from different course codes.
- General Education credits cannot be satisfied by courses from major course code unless student has more than one major.

Based on grade point average, only the top 25 applicants will be admitted annually. Students applying for a major in Public Relations must have a 2.50 GPA or higher in the pre-major courses. Apply in February.

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ELECTIVE CREDITS

Students are encouraged to study at least one other discipline of interest. Double majors and/or minors may be constructed from these elective courses. To complement the major, you may also fulfill 6 – 15 of your 300 level elective credits by completing an internship. Contact your advisor and visit http://www.uri.edu/internships/

Course#	Semester	Grade	Credits	Course#	Semester	Grade	Credits
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- If you are exploring this major COM 202 and 210 will provide an introduction to the major.
- Requirements to transfer from University College to the College of Arts & Sciences: A minimum of 24 earned credits and a cumulative GPA of 2.00 or higher.

MINORS:

If you plan to complete a minor, speak to your University College advisor as soon as possible. The form may be filed when you transfer to Arts and Sciences or when you reach 60 credits—whichever comes first. Minor forms are available in 257 Chafee or online at:

www.uri.edu/artsci/forms/pdf/Minor.pdf

Minors consist of a minimum of 18 credits. Classes in your minor do not have to be complete prior to filing your minor form with the Dean's Office, but you must include all classes required for the minor on the form.

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Elective credits make up the difference between a student's major requirements, general education requirements, minor requirements, and the minimum number of credits required for graduation.

General Education Credits:

Major Credits (for all majors):

Minor Credits (for all minors):

Elective Credits:

Total: 120*

*At least 42 credits must be at the 300/400-level.

**** Please note: Student cannot graduate unless major and cumulative GPA exceed 2.0****

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COM 210			
JOR 2007			

Major Required Coursework:

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PRS 340		
PRS 441		
PRS 491		
COM 381		
JOR 341 PRS 320		
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Upper-Level Courses (300+ level) All Course Codes - 42 Credits Total Necessary

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